BIRTHPLACE MESSAGING FOR THE UNIVERSITY OF GEORGIA

STYLE GUIDE / JANUARY 2018
THE GEORGIA BRAND AND THE BIRTHPLACE MESSAGING

Because the Birthplace messaging is a key pillar message of the University of Georgia, the two share a number of characteristics (such as color and typography). But due to its specific purpose and target audience, our messaging should carry its own distinctive voice and visual style. All communications should strengthen the message, while inspiring our audiences to take action in support of our message’s priorities.

Note that all instances of “the messaging” in the following pages refer to the Birthplace messaging, and instances of “the master brand” refer to the University of Georgia brand.
The Division of Marketing & Communications leads the planning, creation and implementation of the Birthplace message's marketing, publications, and media and public relations materials. It is also responsible for the message's management goals, standards and processes. If you have questions you can't find answers to within this guide, or if you need brand assets, please contact the Division of Marketing & Communications.

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OVERVIEW
MESSAGING OVERVIEW

This section captures the key messages of our story, which we convey in all aspects of our brand. The strategy helps define who we are and why we exist, the audiences we serve and our unique role in higher education. The strategy is more than what we do: it is the impact that we can have on our students, our state and our world.
OBJECTIVES

• Celebrate the impact our innovative thinking has made across the country, throughout history, and into the future.

• To build pride internally and gain support externally for UGA as the birthplace of public higher education in America.

• Strengthen awareness of the University of Georgia’s place in history.
BRAND MESSAGING

The messaging derives from and reinforces the University of Georgia master brand.

Attributes
(what we offer)

The University of Georgia...

because together we are on ...

Benefits
(what they get)

inspires those who will lead, discover and serve

a relentless pursuit to improve the world

a higher-quality of learning

a new quality of leader

a better quality of life

Key Pillar Messages

Academic Excellence

Value

Birthplace

Ground breakers

Great Commitments

Economic Vitality
The University of Georgia is the birthplace of public higher education in America. UGA launched the nation’s great tradition of world-class education.

**Core Message**

**Proof points**

- The University of Georgia has the first state charter for a public university in the U.S. No previous models existed. So, UGA is a leader in public higher education.

- U.S. public colleges and universities educate millions of students annually.
  
  Public higher education creates tens of millions of informed citizens, new scientists and innovative entrepreneurs each year.

- Today, public universities conduct 66% of all university-based research, and these institutions support states through service, research and job training.
AUDIENCES

1. UGA Family: Students and their families, faculty, staff and administration

2. Extended Family of UGA: Donors, alumni, Georgia residents and civic leaders

Residual effect to the higher education community
VOICE
OUR VOICE

Voice is more than what we say—it’s how we say it. It’s the combination of the tone we use, the language we choose, and the way we put sentences together. And it’s one of the primary ways our audiences can connect and identify with our brand, emotionally and personally.
**MESSAGING PERSONALITY**

The personality attributes set the tone for how the Birthplace messaging communicates, and reflect how we want our audiences to think and feel about the story as a whole. These six traits drive the voice and image for all communications.

It’s important that our brand communicates a clear purpose for the future, while striking an emotional tone that’s inspiring and authentic to the history and tradition of the university.

**Derived from the master brand**

**TIME-HONORED**

We are guided by a respect for history, tradition and our Southern roots.

**FOCUSED**

We are intentional and doggedly determined, guided by a clarity of purpose.

**COMMITTED**

We are deeply invested, and our conviction—to our students, our state and our world—is unwavering.

**Specific to the messaging**

**EARNEST**

We are sincere in our commitment to carry on the work of our founders.

**CONFIDENT**

We are proud of our place in history.

**INSPIRING**

We are willing to be leaders in our state and nation in providing a world-class education to people from all backgrounds.
MESSAGING NARRATIVE

This is the core of the Birthplace messaging. The ideas within this narrative guide our voice, inform the words we use, and inspire communications that resonate with all our audiences. The narrative can help us elevate our strengths and identify what our audiences can expect from us. At its core, the messaging narrative articulates the basis of an ownable, unique identity for the Birthplace messaging.

TO GUT-CHECK VOICE
Does the tone of what you're writing capture the spirit of what the messaging conveys? Does this sound like the personality of someone who embodies the idea?

TO STAY ON MESSAGE
Move beyond facts whenever possible. By addressing the motivation behind our successes, we can create a stronger emotional tie with the audience.

TO INFLUENCE VISUAL CHOICES
Our brand shouldn't just rely on the written words. Refer to the messaging narrative specifically through graphic treatments.

It started with a commitment: to inspire the next generation through public higher education. And it sparked a movement that continues to shape our nation.

Abraham Baldwin was only 30 years old when he crafted one of the most groundbreaking documents in our nation’s early history. Baldwin, one of our nation’s founding fathers, wrote the charter that established the University of Georgia as the birthplace of public higher education in America in 1785.

The establishment of UGA launched a great tradition of world-class public higher education, creating tens of millions of informed citizens, new scientists and innovative entrepreneurs in every generation. Today, public colleges and universities across the U.S. educate about 15 million students each year. Research at these institutions has produced discoveries that have improved lives and fueled America’s economic growth.

And it all started here.

At UGA, what began as a commitment to inspire the next generation grows stronger today through our leadership in global research and hands-on experiential learning and a deep dedication to serving the people of Georgia and beyond.
MESSAGING HEADLINES AND COPY

For the Birthplace messaging, we will use the same copy university-wide to establish this key pillar. Use these headline and copy options in your print and digital pieces. While the other key pillars have more flexibility in their copy and headlines, this text is meant to be the used in its entirety as the Birthplace messaging. See the examples on page 41 on how to incorporate specific school, college and unit information into the Birthplace messaging.

HEADLINE SAMPLES

IT ALL STARTED HERE.

THE BIRTHPLACE OF PUBLIC HIGHER EDUCATION IN AMERICA.

AN IDEA THAT SPARKED A MOVEMENT.

COPY SAMPLES

EXAMPLE 1

It started with an idea and launched a great tradition of world-class public higher education.

EXAMPLE 2

Chartered by the state of Georgia in 1785, the University of Georgia is the birthplace of public higher education in America — launching our nation’s great tradition of world-class public education. What began as a commitment to inspire the next generation grows stronger today through global research, hands-on experiential learning and extensive outreach.

Avoid

“first state-chartered university in America”

“first state-chartered land-grant university.”
CRAFTING CONTENT

To maintain a consistent brand voice, keep these tips in mind as you create communications.

MAKE IT PERSONAL.
Use first-person plural and second-person pronouns (“we”/“us” and “you,” where appropriate). It engages your reader in a direct, human way.

MAKE IT CLEAR.
Make only the point you’re trying to make. Every communication won’t contain every detail, so focus on what’s important and relevant.

MAKE IT RELEVANT.
Consult the brand priorities when you’re creating communications and look for places to include relevant messages.

MAKE IT TRUE.
Back up your statements with proof points. Share real, honest stories of the work we’re doing.

MAKE IT READABLE.
Vary the cadence of communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.

MAKE IT WORTHWHILE.
Give your reader a reason to care. Lead with the benefits for the audience and back them up with specifics about what the University of Georgia offers.

MAKE HEADLINES WORK HARDER.
A headline should be more than just the name of the subject at hand. Since it may be the only thing our audience reads as they scan the copy, make sure it is compelling and informative.

MAKE IT RELATABLE.
We write like we speak, aligned with our brand personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.

MAKE IT MOTIVATIONAL.
Give your audience a clear call to action, so they know exactly what you want them to do.
COLOR
COLOR OVERVIEW

NOTE: OPEN STYLEGUIDE LIBRARY FOR COLOR PALETTE BLOCKS.

Our color palette helps people identify us at a glance, and the way we use color sets the mood for each of our pieces, bringing an energy and vibrancy to our communications.

The primary brand palette for the Birthplace messaging uses our main university colors, Arch Black and Bulldog Red. They represent the University of Georgia and the Birthplace messaging at the highest level and should be present in all communications.

These colors look best as spot inks and do not reproduce as richly in four-color process. Never use screens or tints of the primary colors.

For printed media, Arch Black and Bulldog Red should be specified as SPOT colors, whenever spot inks are available and using them is economically efficient. When process printing is required, these CMYK values are recommended as starting points for the printing vendor. Vendors can make adjustments in their CMYK mix to achieve a visual match to PANTONE® 200 C in the PANTONE PLUS SERIES – Coated swatch book.

SECONDARY PALETTE

NEUTRALS

Our neutral palette adds balance to the bolder primary palette.

Note that in some applications, neutral colors may not be appropriate for text.

For accessibility purposes on the web, do not use Odyssey or Creamery to set text on white.
COLOR OVERVIEW

When using the Georgia color palette, it is important to maintain a sense of hierarchy, balance and harmony. Our color system is extremely flexible, but some restraint is necessary. Unique and exciting color palettes can be created by adding as few as three or four colors to the primary palette.

COLOR CHART

This chart is a guide for the mood each color conveys within a communications piece. Colors can range from formal to casual and from subtle to bold. On each subsequent color palette, there is a miniature version of this guide. Use your judgment for how bold or subtle, formal or casual the piece is, then choose or create a corresponding palette.

TIPS

Our primary colors should be used in every communication; however, they are very bold — a little can go a long way.

Ensure that foreground and background color contrast passes accessibility standards, including text over images.

Limit the use of secondary colors to no more than 20% of overall design — these should complement the design, not overtake it.

Although the pages within this section are nearly fully flooded with color, white space also plays a key role in our visual brand identity. Rather than viewing white space as a blank area, see it as a pause. Don’t rush to fill white space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography, and graphic elements with generous amounts of white space.
TYPOGRAPHY
When it is used thoughtfully, typography becomes a powerful tool to add visual meaning to what is communicated.

SPECIAL CONSIDERATIONS

Headlines — Merriweather bold
Subheads — Merriweather italic
Body copy — Merriweather regular

**Merriweather**

**Type specimen**

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | a b c d e f g h i j k l m n o p q r s t u v w x y z |

**Type weights**

<table>
<thead>
<tr>
<th>Light</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Light Italic</em></td>
<td><em>Bold Italic</em></td>
</tr>
<tr>
<td><em>Regular</em></td>
<td><em>Extra Bold</em></td>
</tr>
<tr>
<td><em>Italic</em></td>
<td><em>Extra Bold Italic</em></td>
</tr>
</tbody>
</table>

**SECONDARY SANS-SERIF**

**Uses:** callouts | captions

**Trade Gothic**

**Type specimen**

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | a b c d e f g h i j k l m n o p q r s t u v w x y z |

**Type weights**

<table>
<thead>
<tr>
<th>Condensed No. 18</th>
<th>Bold Condensed No. 20</th>
</tr>
</thead>
</table>

*University of Georgia // The Birthplace of Public Higher Education in America*
FONTS

Houston Pen most closely resembles the penmanship of Abraham Baldwin and for that reason has been selected as an exclusive typeface for this messaging.

Use as an art element only.

SPECIAL CONSIDERATIONS

This font is licensed to Marketing & Communications. Please email jbeckley@uga.edu to request special typeset copy.

BIRTHPLACE EXCLUSIVE

Uses: Art element

Houston Pen

Type specimen

Type weights

Regular
FONT USAGE
Leading and tracking

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Note: Start with leading that is one to two points higher than the point size of the text. This won't always be right, but leading can easily be adjusted from there.

LEADING
Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with leading set slightly looser than the default.

Tracking that's too loose leaves too much space between letters.

15 pt. type / 15 pt. leading

Tracking that's too tight leaves too little space between letters.

15 pt. type / 17 pt. leading

When leading is correct, the reader won't even notice.

15 pt. type / 23 pt. leading

+60 tracking

When tracking is correct, the reader won't even notice.

15 pt. type / 15 pt. leading

-60 tracking
FONT USAGE
Merriweather

When using Merriweather, refer to these font usage tips.

TRACKING
When tracking text set in Merriweather, generally set optical tracking between 0 and 10 points, or use your best judgment.

Sometimes optical tracking is not better than your own eye. Start with the default optical tracking, then manually track letters if something looks off. Always do this when Merriweather is used to set headlines.

When tracking is correct, the reader will not even notice.

+5 tracking

UNDERLINE TREATMENT
Do not underline Merriweather in headlines.

DO NOT UNDERLINE FOR MERRIWEATHER.
ALTERNATIVE FONTS

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations and other digital applications. This page offers appropriate substitutes.

DIGITAL SERIF
Georgia is the acceptable substitute for Merriweather for websites and PowerPoint.

Georgia

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>Regular</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Italic</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
</tr>
<tr>
<td></td>
<td>Bold Italic</td>
</tr>
</tbody>
</table>

DIGITAL SANS-SERIF
Oswald is the acceptable substitute for Trade Gothic for websites and PowerPoint.

Oswald

<table>
<thead>
<tr>
<th>Type specimen</th>
<th>Type weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>BOLD</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PHOTOGRAPHY
OUR PHOTOGRAPHY

Photography is a key tool for showcasing our diverse and dynamic community. Our images capture the spirit of the Birthplace messaging, connecting with people in ways that words can’t. What we say describes what we’re doing to challenge convention and shape the future. But it’s our photography that shows it.
**PHOTO STYLE**

Our photography style is bright, warm and intimate, with images that use natural light whenever possible. Light is also an active element in our photography, sometimes to the point of slight overexposure. To avoid unnatural angles, never rotate the camera to an angle other than 90 degrees.

Our photography can be broken down into four subject categories: campus, details, portraits and slice of life.

Examples in this style have primarily focused on campus and detail images, but all four subject categories are applicable.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campus</strong></td>
<td><img src="image1" alt="Campus Image 1" /> <img src="image2" alt="Campus Image 2" /> <img src="image3" alt="Campus Image 3" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Portraits</strong></td>
<td><img src="image4" alt="Portraits Image 1" /> <img src="image5" alt="Portraits Image 2" /> <img src="image6" alt="Portraits Image 3" /></td>
</tr>
<tr>
<td><strong>Slice Of Life</strong></td>
<td><img src="image7" alt="Slice Of Life Image 1" /> <img src="image8" alt="Slice Of Life Image 2" /> <img src="image9" alt="Slice Of Life Image 3" /></td>
</tr>
</tbody>
</table>
GRAPHIC ELEMENTS
OUR GRAPHIC ELEMENTS

The Birthplace messaging has a variety of graphic tools that create a unique look and make us recognizable. For the brand, these elements can be dialed up or down individually to add visual interest and enhance our storytelling.
TITLE GRAPHICS

Title graphics have been created in three stacked versions and three weights: regular, bold and heavy. Use the regular weight when placing the title over a solid background, use the bold or heavy weight when placing the graphic over a photo. Use heavy weight for projects viewed at a distance.

Always use the provided artwork. Do not reproduce the title graphic or use it with constructions not shown.

Do not tilt, scale, slant or skew the art. These graphics can only be reproduced in Bulldog Red, Arch Black or Chapel White.
OTHER ELEMENTS

The Birthplace messaging uses a number of graphic tools from the University of Georgia master brand to distinguish us visually from other messaging or campaigns.

When they’re used consistently, these elements create continuity within our family of materials, across a variety of media.

1

LINES

Lines can be used to establish hierarchy, to guide navigation within a layout, to emphasize a word or phrase, and to organize content.

2

EXPANDING COLUMNS

Pair this graphic element with text and photo.

3

BORDERS

Use the border element to frame a page or an important photograph.

Note: Graphics created for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace

Rules, borders and column bars are scaled to match the weight of the column bars in the Birthplace logo.
LINES

Lines are a very elementary graphic treatment, but by applying them thoughtfully, we can elevate a single design or a family of communications. An easy way to do this is to establish a common line weight throughout an entire piece of collateral.

SOLID LINE

0.5 point minimum line width

2.0 points maximum line width

APPLICATIONS

Most applications in Adobe Creative Suite have a contextual menu for Strokes that should be used to customize lines. The menu to the right shows the basic controls, such as Weight, Cap, Join, Alignment and Type.

Weight is variable, depending on the size and scale of the piece. The Cap should always be set to Butt Cap, and the Join should always be set to Miter Join. Alignment can vary based on the situation, but the only stroke allowed is Solid (highlighted on the menu at right.)
**SPECIFIC ELEMENT INFO**

If you need to incorporate the Birthplace graphic with the University of Georgia logo, make sure the Georgia logo is the predominant visual and that there is plenty of clear space between the logo and the Birthplace graphic.

**EX: DON’T**

Avoid stacking graphic and logos where it becomes unclear what each graphic represents.

Note: Graphics created for this messaging can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace
Lorem ipsum dolor sit amet

Proin sollicitudin augue eget lacinia convallis. Sed quis sodales.


Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et
EXAMPLES
The University of Georgia applauds the Peabody Award winners and their commitment to telling stories that matter.
In 1785, we changed the world by sparking a national movement to provide access to a world-class education for all.

Today, we remain committed to academic excellence.
POSTERS, BANNERS & ADS

Banner display

Banner display with boilerplate

Banner display with boilerplate for schools/colleges

Note: Templates, graphics and images created for this style guide can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace
POSTERS, BANNERS & ADS

The BIRTHPLACE of PUBLIC HIGHER EDUCATION IN AMERICA

Chartered by the state of Georgia in 1785, the University of Georgia is the birthplace of public higher education in America — launching our nation’s great tradition of world-class education for all. What began as a commitment to inspire the next generation grows stronger today through global research, hands-on experiential learning and extensive outreach.

Note: Templates, graphics and images created for this style guide can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace
ANIMATION: LB728x90.png

LB480x75.png

LB320x50.png

LB240x38.png

DB468x60.png

Note: Templates, graphics and images created for this style guide can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace
SOCIAL MEDIA

Facebook / Twitter posts

Note: Templates, graphics and images created for this style guide can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace
SOCIAL ADS

Facebook / Twitter posts

Note: Templates, graphics and images created for this style guide can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace
SCHOOL-BASED MESSAGING

Suggested Post

Welcome to the birthplace of public higher education in America. Learn more here.

It all started here.
The Odum School of Ecology at the University of Georgia is the world's first standalone college devoted to ecology. Odum School researchers are at the forefront of ecological discovery in areas including global change effects on ecosystems.

FACEBOOK / TWITTER POSTS

Note: Templates, graphics and images created for this style guide can be downloaded from Widen [https://uga.widencollective.com/] > Collections > Birthplace